

A la carte channel selection is thinking too small. The idea of a "channel" is soon to be obsolete. What we need is a la carte selection of individual programs (programs are after all what we watch, not channels). Video on demand technology is rapidly (by some cable companies anyway) being deployed. The future is everything on demand. Forget channels, they will be interesting historical artifacts by the time the wheels of government rule making grind out a decision on a la carte channel selection. Look to the future.